

UNLOCK YOUR GOOGLEDADS POTENTIAL



Legal - Personal Injury - General & Vehicle Accident

GEO-TARGETING: East Kentucky & Lexington KY





CLIENT GOALS

CPA \$200-\$700



HOW WE HELPED

Running separate Search Campaigns on Lexington and East KY for top niche & Branded keywords. We also implemented a Call-only campaign for the Lexington market to induce more Phone call leads as well as a separate Search campaign for specific accident types.

Our PPC strategy has seen some fantastic results within key metrics.

QUICK STATS



IMPRESSIONS

6,945



CLICKS

313



CONV RATE

17.25%



CONVERSIONS

40

-Additional Comments here-

RESULTS



\$150.28
CPA



40
NO. OF CONVERSIONS



\$19.20
CPC



12.78%
CONVERSION RATE



40.05%
IMPRESSION SHARE



83%
MOBILE % OF TOTAL CONV



7/10
QUALITY SCORE



n/a
REMARKETING CONV



21.22%
% TOP IMPR SHARE



4.51%
CTR

-Additional Comments here-

CAMPAIGN REVIEW

We launched 2 separate campaigns for Lexington and East KY with duplicate ad groups and keyword lists. By optimizing based on each target market, we were able to identify new ad groups and more specific, targeted keywords which have helped to increase overall relevancy.

We employed bid modifiers on mobile devices and targeted locations to optimize for increased leads.

GLOSSARY



CPA - CPA WILL GIVE YOU AN ESTIMATE OF HOW MUCH YOUR NEW CUSTOMERS ARE COSTING YOU AND HELP YOU DETERMINE WHETHER YOUR STRATEGY NEEDS TO BE REVISED. UNLIKE THE CONVERSION RATE, WHICH IS AN INDICATOR OF SUCCESS, COST PER ACQUISITION IS A FINANCIAL METRIC USED TO MEASURE THE REVENUE IMPACT OF A MARKETING CAMPAIGN.



CPC - CPC IS THE MOST IMPORTANT FACTOR THAT DECIDES THE EARNINGS OF THE PUBLISHERS. AS FAR AS WE HAVE ANALYZED CPC DEPENDS ON THREE SIMPLE FACTORS – COUNTRY, KEYWORDS AND QUALITY/AGE OF THE SITE. IMPRESSION SHARE -



IMPRESSION SHARE - IMPRESSION SHARE AS AN IMPORTANT METRIC THAT SHOWS ADVERTISERS HOW MUCH MORE THEY COULD DO WITH THEIR CURRENT AD CAMPAIGNS. MOST OF THE OTHER METRICS SHOW ADVERTISERS CURRENT STATS ON ONGOING CAMPAIGNS, RATHER THAN POTENTIAL OPPORTUNITIES.



QUALITY SCORE - QUALITY SCORE IS GOOGLE'S RATING OF THE QUALITY AND RELEVANCE OF BOTH YOUR KEYWORDS AND PPC ADS. IT IS USED TO DETERMINE YOUR COST PER CLICK (CPC) AND MULTIPLIED BY YOUR MAXIMUM BID TO DETERMINE YOUR AD RANK IN THE AD AUCTION PROCESS. YOUR QUALITY SCORE DEPENDS ON MULTIPLE FACTORS, INCLUDING:

- YOUR CLICK-THROUGH RATE (CTR).
- THE RELEVANCE OF EACH KEYWORD TO ITS AD GROUP.
- LANDING PAGE QUALITY AND RELEVANCE.
- THE RELEVANCE OF YOUR AD TEXT.
- YOUR HISTORICAL GOOGLE ADS ACCOUNT PERFORMANCE.

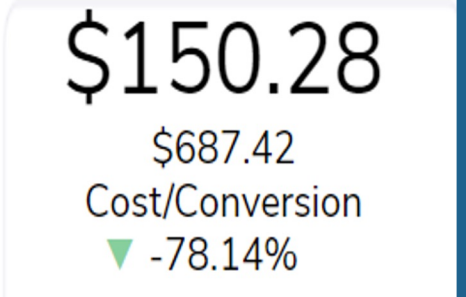
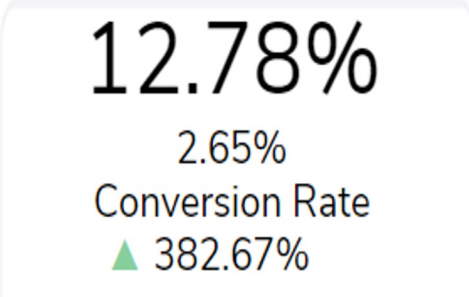
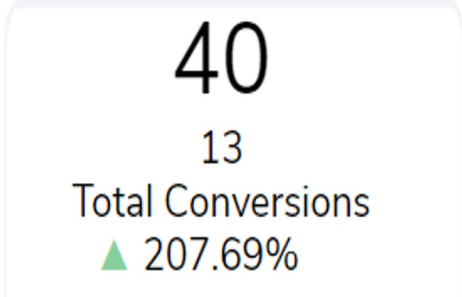
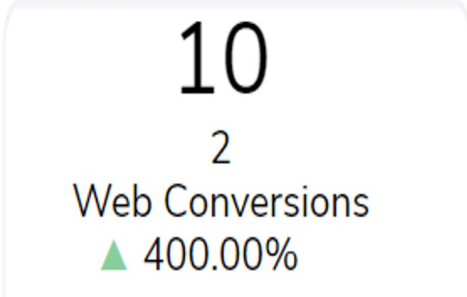
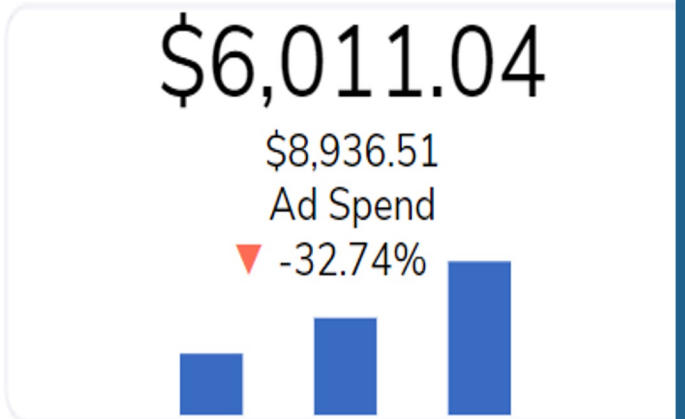
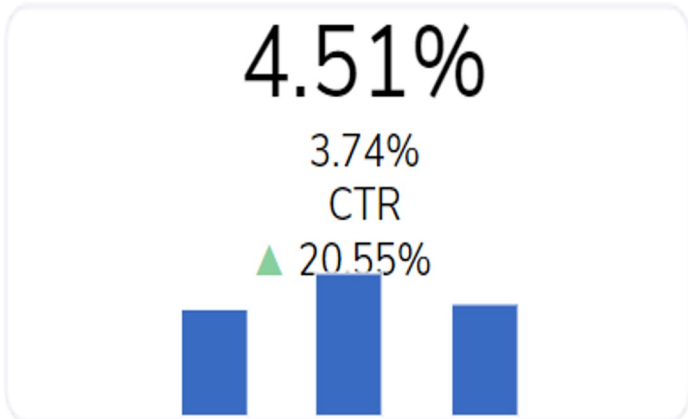
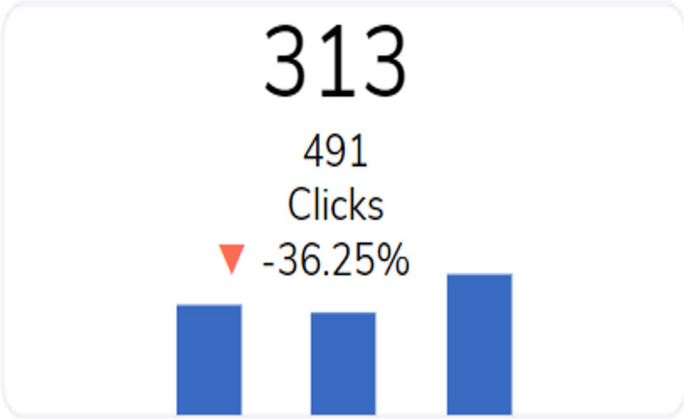
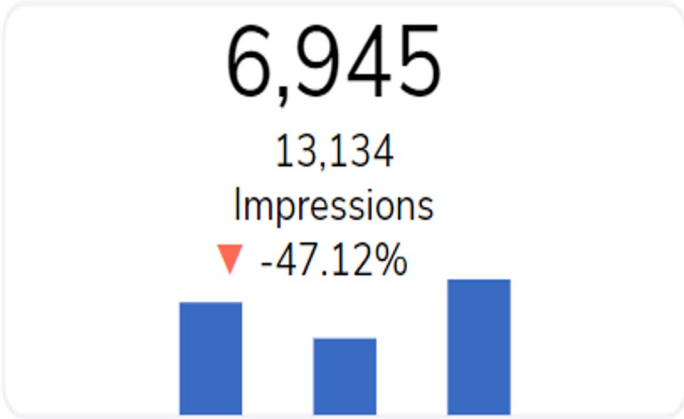


% TOP OF PAGE IMPR - THE PERCENTAGE OF TIME YOUR AD HAS BEEN SHOWN IN THE TOP POSITIONS OF THE SERP. THIS CAN OFTEN EFFECT IMPR, CLICK, CTR ETC.



NUMBER OF CONVERSIONS - UNDERSTANDING WHAT PERCENTAGE OF YOUR USERS ARE COMPLETING THE GOALS THAT DRIVE YOUR BUSINESS ALLOWS YOU TO GAUGE THE SUCCESS OF YOUR SITE OR APP AND IDENTIFY AREAS FOR IMPROVEMENT. IMPROVING YOUR CONVERSION RATE ALSO ALLOWS YOU TO GET MORE SALES WITH THE SAME AMOUNT OF TRAFFIC.

SOCIAL PROOF



PPC SMART NICHE INSIGHT WITH THIS INFO:

PPC SMART NICHE	Legal - Personal Injury - General & Vehicle Accident
MINIMUM BUDGET	\$2,000
ESTIMATE SEARCH CPC	45-125
ESTIMATE CPA RANGE	200-700
EST LEADS FOR MIN BUDGET	3-10
REMARKETING ELIGIBLE	No
RECOMMENDED OFFER	No Win-No Fee, Free Case Evaluation

WHAT YOU NEED TO KNOW

Receptionists need to be aware of how to deal with leads coming from advertising they are substantially different than a referral. Additionally, they need to expect that they will get leads for cases they may not want due to value or other reason

LET US DO THE SAME FOR YOU

For more information, please visit www.OnlineSalesConsultancy.com.

